

SDGs for International Development Program

Final report: September 2021– March 2024



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1. INTRODUCTION

As we conclude a transformative and impactful two and a half years journey, we are pleased to present the comprehensive report on The Shift's SDGs for International Development Program. The program was a dynamic initiative aimed at stimulating a growing number of Belgian private sector actors to make concrete commitments to achieving the SDGs at the international level through their operations, supply chain and fruitful partnerships with public sector and civil society actors in Belgium and the Global South. This was done through enhancing Human Rights and Environmental Due Diligence (HREDD) across supply chains, fostering partnerships, and promoting the vital role of women entrepreneurs.

The Shift has been steadfast in its commitment to driving positive change, collaborating with diverse partners and stakeholders to navigate the complex landscape of corporate sustainability. Throughout the reporting period, a multitude of events, discussions, and collaborations unfolded, each contributing to the broader mission of fostering responsible business conduct.

The report first gives an overview of the myriad activities organized or co-organized by The Shift during the final year (September 2023 to March 2024), spanning events like the CSDDD Deepdive, discussions on the due diligence past, present and future, and workshops addressing deforestation in value chains. For each of these activities, we delve into the specifics of key activities, providing background, objectives, formats, and outcome analyses. These initiatives, some undertaken with esteemed partners, reflect our dedication to facilitating meaningful dialogues, knowledge exchange, and actionable insights.

Moreover, the report highlights The Shift's active participation in external activities and collaborations, such as the ADP High-Level Event, where our initiatives were showcased, and engagements with institutions like UBI Business School, furthering the dissemination of knowledge and insights in the realm of Human Rights, Environment, and Due Diligence (HREDD). Underpinning these activities is a robust communication strategy, epitomized by monthly newsletters, social media campaigns, and engaging in televised discussions to reach diverse audiences and stakeholders. Effective communication remains the linchpin of our success, amplifying the impact of our initiatives and fostering collaboration.

The last part of the report offers a final analysis of the entire program since its inception in September 2021, evaluating the expected goals versus the achievements in the implementation of both pillars of the project: sustainable value chains and North/South relations and women entrepreneurship. The outcomes reflect not only the success in meeting objectives but also the sustained commitment to driving positive change beyond the scope of the program.

As we reflect on this program endeavor, we extend our gratitude to our partners, collaborators, and the government for their unwavering support. The Shift remains committed to its mission, and this report serves as a testament to the collective efforts invested in creating a sustainable, responsible, and inclusive business environment.

2. LIST OF ALL ACTIVITIES DONE IN THE LAST 6 MONTHS

During this final reporting period, we organised a variety of activities to enhance human rights and environmental due diligence across the supply chains as well as promoting partnerships and women entrepreneurs. Table 1 below gives an overview of these activities.

Table 1: Overview of all activities in the final year (Sept 2023-March 2024)

ACTIVITY	WHEN	PARTNERS	NO. of PARTICIPANTS/ EST. REACH
EVENTS ORGANISED OR CO-ORGANISED BY THE SHIFT			
EU Sustainability Policy Day – Introduction	Oct 17	WWF-Belgium; HIVA-KU Leuven; Pantarein	250
Deepdive on CSDDD	7 Nov 2023	Schuttelaar & Partners	40
Kitchen Tables- "Future-Proof Supermarket" Learning Network	13 Dec 2023	Rikolto, KUL, Gondola, Comeos, UGent	13
Harvesting Sustainability: is there a Future for Palm Oil and Soy	16 Nov 2023	FIDO/IFDD and the federal public service Health, Food Chain Safety & Environment	130
Dealing with deforestation in your value chain	07 Dec 2023	Enabel	45
Due Diligence, Past, Present & Future – 20 February	20 Feb 2024	-	48
Community of Practice	continuous	Steering committee: Eight, Rikolto, Nyala Blue, Fairtrade, TDC-Enabel, Oxfam	24
CONTRIBUTIONS TO EXTERNAL/ PARTNERS' RELATED ACTIVITIES			
SDG Forum	Oct 19	FIDO	
Guest speaking- Global entrepreneurship week -@ Artvelde Hogeschool	Nov 15	The Shift Young Challengers	120
ADP- High-Level Event	21 Nov 2023	ADP	150
Guest Speaking- University Business school students	25 Jan 2024	UBI Business School	15
Intersectional solutions for Climate Change	11 March	Trianon Scientific Communication	150
BASCOF		Fairtrade, Enabel, Rikolto, IDH, Oxfam	

3. ACTIVITIES ORGANISED/CO-ORGANISED BY THE SHIFT (SEPT 2023-March 2024)

3.1. EU Sustainability Policy Day – Introduction

Background & Objective:

The EU Sustainability Policy Day, held on October 17th, served as a pivotal exploration of key policy domains, namely Corporate Sustainability Due Diligence (CSDDD), Corporate Sustainability Reporting Directive (CSRD), and the EU Deforestation Regulation. Against the backdrop of evolving sustainability landscapes, the event aimed to provide a comprehensive understanding of these critical policy areas. The objective was twofold: first, to dissect the fundamental requirements within CSDDD, CSRD, and the EU Deforestation Regulation, and second, to unravel the intricate interactions and differences among these regulations. Additionally, the event sought to illuminate participants with insights from a diverse array of experts, including NGO policy experts, consultants, and academics. An underlying aspiration was to inspire attendees by showcasing how various organizations were effectively adapting to the new regulatory frameworks.

Format:

The activity took the form of a webinar. There were presentations by esteemed experts from Pantarein, HIVA-KU Leuven, and WWF Belgium, representing different facets of the sustainability landscape. Each presentation was



complemented by a Question and Answer(Q&A) session, fostering dynamic conversations per each legislation. The aim was to create an atmosphere where participants could actively learn, share insights, and engage in meaningful dialogue with experts and peers.

Outcome & Impact Analysis:

The EU Sustainability Policy Day yielded significant outcomes for participants. Attendees gained a nuanced understanding of the requirements stipulated in CSDDD, CSRD, and the EU Deforestation Regulation. The diverse backgrounds of the presenters enriched the discussions, providing multifaceted insights into the policy areas. The interactive nature of the event allowed for the exchange of ideas and perspectives, contributing to a more holistic comprehension of the challenges and opportunities inherent in sustainability practices. Beyond immediate knowledge acquisition, the lasting impact is anticipated to manifest in participants' ability to navigate and implement sustainable practices within their respective organizational frameworks.

3.2. CSDDD Deepdive Event - Fostering Due Diligence in Corporate Practices

Background & Objective:

The [Deepdive on the Corporate Sustainability Due Diligence \(CSDDD\)](#) event, held on 7th November, emerged as a follow-up to the [EU Sustainability Policy Day](#), explained above. In collaboration with [Schuttelaar & Partners](#), the workshop aimed to assist companies in navigating due diligence requirements effectively. It aimed at going a step further by providing practical tools and ideas for integrating HREDD into business models.



Format:

The event took the form of an interactive workshop. Employing the world café methodology participants engaged in case studies, fostering a deeper understanding of challenges, opportunities, and tools for successful due diligence implementation. This methodology facilitated a dynamic learning environment where companies actively practiced due diligence concepts through the various case studies.

Outcome & Impact Analysis:

The event successfully provided a platform for companies to enhance their understanding of due diligence requirements. The interactive format, coupled with real-world case studies, enabled

participants to grasp the challenges and opportunities inherent in implementing due diligence within corporate sustainability practices. The utilization of the world café methodology encouraged active engagement and knowledge-sharing among participants. While the immediate impact was evident in knowledge exchange, the long-term effects are expected to manifest in improved corporate practices aligned with sustainability objectives. The collaborative approach with Schuttelaar & Partners ensured a robust and insightful learning experience, contributing to the broader goal of fostering responsible business conduct.

3.3. Harvesting Sustainability: Exploring the Future of Palm Oil and Soy

Background & Objective:

On 16th November 2023, The Shift, in collaboration with [FIDO/IFDD](#) and the [Federal Public Service](#) Health, Food Chain Safety & Environment, organized the "[Harvesting Sustainability](#)" event. The objective was to foster a public dialogue on the challenges and potential solutions related to the palm oil and soy value chains. The outcome of the seminar served as input for a High-Level Amsterdam Declaration Partnership (ADP) event that followed on November 21, 2023 and potential next steps.



Format:

The event started off with a plenary session that included a speech by Prof. Bernard Mazijn, standing in for Minister Zakia Khattabi, then a highlight of the Beyond Food Study, followed by a presentation on the legislative framework and a Keynote speech by the UN Special Rapporteur Prof. Olivier De Schutter. The plenary was then wrapped up by a panel debate *"Is there a future for multistakeholder platforms across the food value chains?"* There were also three afternoon workshops each focusing on a unique aspect of sustainability within the palm oil and soy value chains.

Session #1: Can we make the palm oil value chain sustainable? This workshop aimed to delve deeper into the challenges and possible solutions to make the palm oil value chain more sustainable - from a buyers, suppliers and workers perspective. Participating experts included *SIAT, WRI, Meridia, IDH & Roundtable on Sustainable Palm Oil*

Session #2: Can we make the soy value chain sustainable? Aimed to delve deeper into the challenges and possible solutions to make the soy value chain more sustainable - from a buyers, suppliers and workers perspective. Participating experts included *WWF, BFA Animal Feed Soya Transformator & Brazil Research Institute on Animal Feed Soya Trader*

Session #3: Capacity building for sustainable management of international food chains This workshop focused on supply chains in general, how companies can map out their supply chain and the importance of ecological and social due diligence in this process. In addition, tools such as labels, certificates and life cycle sustainability assessments were critically discussed. Participating experts included *Studio D, Coduco & Hyacint Consultancy*.

The sessions were designed to encourage in-depth discussions, providing participants with a platform to explore challenges and brainstorm potential solutions.

Outcome & Impact Analysis:

The event witnessed active participation from around 130 individuals in the agro-food sector, reflecting a significant engagement with the topics at hand. The diverse format which included a plenary and workshops catered well the varied interests of the attendees and was highly interactive fostering a public debate. The workshops allowed for a nuanced exploration of sustainability challenges and solutions, providing valuable insights for the participants. The outcome video: "[Beyond Food: Towards deforestation free sustainable commodities](#)" was also later shared at the High-level ADP event that focused more on deforestation, showcasing the potential ripple effect of the discussions on a broader scale. Overall, the event demonstrated a collective commitment to addressing sustainability concerns within the palm oil and soy value chains.

3.4. Dealing with Deforestation in the Value Chains

Background & Objective: By the end of 2024, the EUDR mandates "deforestation-free" status for seven commodities¹ and related products sold or exported in the EU market. However, it is often difficult for companies to identify the right stakeholders in their supply chain involved in deforestation. It is even harder to identify alternative suppliers or, even better, engage their current suppliers in changing their practices. The reason why The Shift in collaboration with Enabel's [Trade for Development Centre \(TDC\)](#) facilitated a stakeholder engagement workshop on '[Dealing with deforestation](#)' to equip companies with knowledge and clarity on identifying key stakeholders and leverage points to embark on their "deforestation-free" journey.



Format: The workshop which took place on 7 December featured insights from Mr. Djakaridja BITIE, Secretary General of the Ivorian cocoa cooperative ECAM. His presentation highlighted the challenges and needs towards achieving deforestation-free cocoa from a producer's perspective. Additionally, representatives from Sylva Nova, BOS+, and WWF shared inspiring cases of cooperation between corporations and SMEs across their value chains. The session concluded with a workshop where participants actively engaged in identifying risks and key stakeholders within their own value chains.

Outcome & Impact Analysis: The event facilitated valuable North-South perspectives on deforestation in the cocoa industry. Participants were able to exchange insights, fostering connections and providing practical tools for implementing deforestation-free practices in their respective value chains. A final video output is also being finalised by TDC-Enabel and will be

¹ Seven commodities: cattle, cocoa, coffee, palm oil, rubber soya and wood

shared publicly. The video aims to shed more light on the causes and consequences of deforestation, offering more insights into potential solutions and sustainable practices.

3.5. Kitchen Tables- "Future-Proof Supermarket"

Background & Objective:

In collaboration with [Rikolto](#), KU Leuven, Comeos, UGent and Gondola, The Shift contributed to the ideation and planning of the 2nd kitchen table as part of a learning network on 'Future proof supermarkets'. The continuous objective is to create a platform for participating retailers: Lidl, Colruyt Group, Aldi, Carrefour and Delhaize and partners to engage in dialogue about sustainability transition and foster collaboration in the face of industry challenges.



Format: The second kitchen table took place on December 13, and the discussions revolved around:

- *How to* balance operational short-term objectives versus long term sustainability objectives
- fair & honest pricing (barriers & opportunities),
- working together on a sector level (opportunities, challenges, potential solutions)

The participants began with expressing their Christmas wishes where they emphasized on the need for confidential spaces to discuss sustainability transition and foster a sense of partnership among supermarkets.

Outcome & Impact Analysis: The outcomes of the session revealed the industry's collective desire for increased collaboration, fair pricing, and a shared platform for addressing regulatory obligations. The upcoming session on March 18th, featuring young farmers, promises to delve deeper into underlying concerns, fostering a dialogue between supermarkets and farmers on their visions and aspirations for the future.

3.6. Due Diligence, Past, Present & Future

Background & Objective:

On February 20th, The Shift organized a wrap-up event to discuss the successes, collaborations, challenges, and strategic insights on Human Rights and Environmental Due Diligence (HREDD). The event aimed to uncover the secrets of success, identifying what has worked well and how we could leverage these achievements to create a lasting impact.

The occasion also provided a platform to openly discuss challenges encountered along the way. Through shared experiences, we sought to gain a deeper understanding of the hurdles faced by businesses, NGOs, academia, and government entities in advancing HREDD. And most importantly, what lessons we could draw from these challenges, and how we could collectively address them to foster a more sustainable and responsible global value chain. The event also contributed key insights to inform the final program summary.

Format: The event was attended by 48 participants, constituting businesses, NGOs, academic institutions, and the public sector. It opened with some program reflections from the former Program Manager (Brieuc Debontridder) who shared his insights about the program developments and learnings. A panel discussion then followed around the lived HREDD experiences from a rich panel of experts: Boris Verbrugge ([HIVA-KU Leuven](#)), Koen van Troos ([Fairtrade](#)), Alexia Herwig ([DGD](#)) & Karen Janssens ([Colruyt Group](#)). Afterwards, participants dived deeper into 4 discussion topics and a gallery walk was organised for a feedback round.

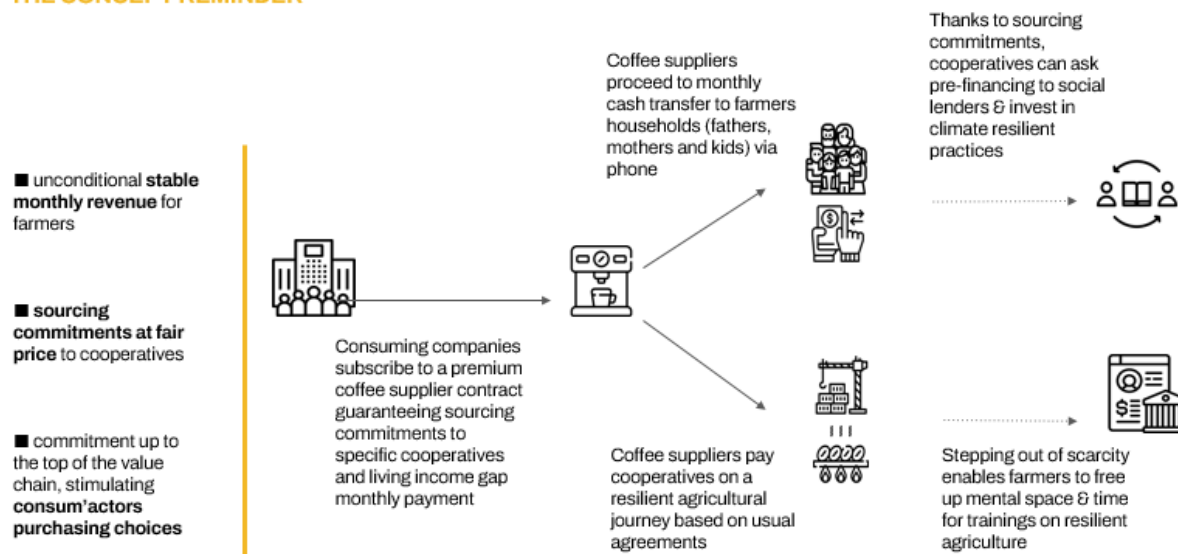


Outcome & Impact Analysis: The event provided a comprehensive overview of the program's achievements in the realm of HREDD. Participants were also able to share best practices and learn from each other. With diverse stakeholders in attendance, the event's impact extends to shaping future initiatives and collaborations in the field of HREDD.

3.7. COMMUNITY OF PRACTICE

As explained in the previous annual report of 2022-23, the previous Due diligence workshop series which constituted the Community of Practice (CoP) on HREDD were helpful to SMEs in getting started in their due diligence journey as little was known around this topic. Taking advantage of the growing momentum on HREDD and in order to achieve more impact with the CoP, The Shift decided to step up ambition by utilising its strength on multi-stakeholder engagements to focus on a systemic human right challenge: the living income challenge. A CoP that involved participants in different ways from at least 24 various stakeholders was created following the Hackathons conducted in January and March 2023. Stakeholders covered a complete coffee value chain between DR Congo and Belgium and included local farmers and cooperatives from DR Congo, Belgian coffee roasters, distributors, retailers, social lenders, NGOs and public institutions. These were continuously engaged throughout the year in the further fine-tuning of the 'Coffix' model by the Coffix Steering Committee. Below is the final revised model of Coffix after incorporating all feedback received.

WHAT IS THE PILOT PROJECT? THE CONCEPT REMINDER



In brief, the idea is based on having companies making a subscription for their coffee in advance, with a monthly cash transfer and a pre-determined amount of coffee which the company commit to buy. The commitment on volume provides famers with the ability to plan and invest, the cash transfer with the peace of mind to cater for basic needs such as education, healthcare, housing, and this, with the freedom of choice to prioritize what matters the most to them as the cash is transferred without conditions. One of our partner and steering committee member: [Eight World](#) is already doing such UCTs in Uganda.

Outcome & Impact Analysis

Much effort was put towards contacting companies to subscribe to Coffix with no success. A notable challenge observed during the incubation of COFFIX has been the hesitancy to accept a higher price for the coffee. Despite Fairtrade already incorporating a higher price to account for fair trade aspects, its market share in Belgium remains below 5%. We made efforts to further engage with companies to discern what would make business sense for them and provide additional incentives to encourage their participation. Below is a snapshot of some of the feedback received from the companies and partners.

BRING BACK VALUES IN VALUE CHAINS KEY STAKEHOLDERS **FEEDBACK**

IDH	Colruyt	Lidl	Nespresso	COFEO	Congo Dorpen	Oxfam	Javry	CoffeeLab	Ethiquable
- strong focus on changing procurement practices, developing long-term business - support existing initiatives such as the global coffee platform, international coffee organization and sustainable coffee	- Currently we are however setting up a pilot with UCT in cacao - focus on how to de-risk the value chain - focus on the quality of the coffee (how to guarantee it)	- Sourcing decision taken in HQ, not in Belgium - Difficulties to picture how our concept can foster Wayt to Go	- Sourcing decision taken in HQ, not in Belgium	- There is no demand, companies want cheap coffee - Fair Trade & Oxfam is enough	- Interested by UCT because farmers are not organized in cooperatives where they operate - CDI Bwamanda was active (Equateur). So then we talk about Robusta - interest from Miko	- Interested to reinforce their women coffee	- Interested but needs clarity on importators conditions and impact on prices	- Robusta used to be very appreciated by markets in Belgium and France. - completely collapsed and has to be rebuilt.	- believes that cooperatives shall be the main paying stakeholders, no direct cash transfer

With this feedback and insights from the Steering committee, we came to the following conclusions:

1. There is no impact without demand. There is no massive demand for expensive coffee within large corporations.
2. Ambition for new projects on coffee is very low, and most companies are currently concerned with the new EU Deforestation Regulation (EUDR)
3. Most large coffee brands do not have HQ in Belgium.
4. Similar test could be performed in cacao sector which is a more mature market

We also pursued three other possible options below:

Other Hypothesis	Potential and Risks
Targeting Luxury coffee	Too difficult for now, requires more time and we do not have the network
Fairtrade at work	Prices recently increased (bad timing)
Targeting Fair trade Municipalities	Chosen option!

Based on the analysis given above, we decided to further pursue a Coffix subscription from Fairtrade cities. Fairtrade offered a stand at the [‘Trefdag’](#)-Inspirational market, to present the Coffix concept to municipalities, in particular to those who have already committed to the FairTrade Gementen program. It was a good exercise to fine tune the Coffix pitch, understand the strengths of the approach and the objections of municipalities. However, many attendees were not decision makers. Reaching out to decision makers takes time and getting commitment on innovative projects takes even longer, so we did not succeed getting a municipality onboard before the end of the program.



The most significant achievement of the CoP focused on Coffix and the living income gap, lies however in enhancing participants' abilities to comprehend the perspectives of various stakeholders within their value chain. This achievement is complemented by an increased awareness of strategic leverage points for instigating transformative changes, fostering creativity, and promoting participative governance.

Moreover, through this CoP, we successfully heightened awareness regarding the living income gap and the associated systemic challenges, reaching an audience that had limited exposure to such issues. In addition, we gathered valuable insights and shared our learnings with stakeholders actively striving to innovate and address the living income gap. This collaborative exchange of knowledge contributes to a broader collective effort towards sustainable and equitable solutions.

4. COLLABORATIONS WITH PARTNERS & EXTERNAL ACTIVITIES

4.1. SDG Forum

The Shift participated in the SDG Forum held on October 19. Our active participation in various workshops aimed to exchange learnings on HREDD with various stakeholders. Noteworthy workshops included the SDG Forum's session on "Due Diligence in practice," a workshop organized by FIDO that showcased the Due Diligence Toolbox, offering practical insights into the implementation of due diligence and further enriching the discourse." Another workshop on "Obstacles and drivers of Belgian SMEs and organizations" by Ecological Entrepreneur delved into the challenges and motivations encountered by Belgian SMEs and organizations regarding SDGs. Additionally, the session on "Comment définir mon plan d'action durable sur base des 17 SDG" organized by UWE, provided a practical approach to shaping sustainable action plans based on the 17 Sustainable Development Goals.

Participation in these workshops not only facilitated knowledge exchange but also contributed to a nuanced understanding of sustainable practices and challenges faced by organizations. These insights also resonate with our member organizations, influencing their approaches to sustainability and the Sustainable Development Goals (SDGs).

4.2. Guest @Arteveldehogeschool- Global Entrepreneurship Week

The Shift Program Officer, Adeline Michaux, took the stage as a guest speaker at Arteveldehogeschool on November 15th during the Global Entrepreneurship Week. She delivered a impactful keynote presentation with a specific focus on harnessing the power of Sustainable Development Goals (SDGs) for entrepreneurship.

Collaborating with two Young Challengers from The Shift community, the trio provided practical insights on SDGs and entrepreneurship, offering challenging perspectives on the topic. This participation marked The Shift's second consecutive invitation to the event, underscoring the lasting significance of our contributions.



The keynote aimed to create a platform for meaningful exchange and knowledge-sharing, shedding light on both HREDD and the broader spectrum of SDGs. The objective was to sensitize the student audience, cultivating a culture of responsibility and sustainability among the future entrepreneurs and the wider community. The presentation format was designed to engage the audience actively, leveraging The Shift's expertise to deliver a compelling address on SDGs and the pivotal role of due diligence in entrepreneurial ventures. The session encouraged dynamic participation, fostering an environment for questions and discussions. By seamlessly weaving practical insights with theoretical knowledge, the presentation sought to offer a comprehensive understanding of the intersection between SDGs and entrepreneurship. The overarching goal was to inspire the audience to incorporate responsible practices into their entrepreneurial pursuits, contributing to a more sustainable and responsible business landscape. The presentations followed an engaging format, utilizing The Shift's expertise to deliver a compelling address on SDGs and the importance of due diligence in entrepreneurial ventures. The session encouraged active participation, with opportunities for questions and discussions, creating a dynamic learning environment. By weaving practical insights with theoretical knowledge, the presentation aimed to provide a comprehensive understanding of the intersection between SDGs and entrepreneurship. The overarching goal was to inspire the audience to integrate responsible practices into their entrepreneurial pursuits.

4.3. ADP- High Level Event- “Towards a holistic sustainable supply chain”

The Shift was invited to the ADP High-Level Event on November 21 to present on the Coffix project, what the business model was all about, how we arrived at it and the challenges incurred. The event aimed at enhancing awareness amongst stakeholders along the Belgian commodity supply chains from production to import and facilitating a discussion on how to implement international ambitions on biodiversity, climate change and human rights linked to supply chains and trade.



Discussions were done on the role of government and private sector in living up to commitments and meeting market requirements by smallholder farmers to attain a living income and reward sustainability. The [outcome video](#) of the above mentioned ‘Harvesting sustainability’ event was also played at the onset of the event.

The audience comprised of member countries of the AD Partnership; stakeholders within Belgium and along Belgian commodity value chains; public authorities responsible for implementation and enforcement as well as NGOs, representatives of Indigenous Peoples and local communities (IPLCs) and smallholder farmers.

4.4. Guest @- UBI Business School

On January 25, The Shift was honored to have been invited as a distinguished guest speaker at the United Business Institutes (UBI) Business School. The insightful presentation delivered during this occasion not only shed light on the prevailing wave of Human Rights and Environmental Due Diligence (HREDD) in Europe but also delved into the critical intersections between legislative frameworks and the entrepreneurial landscape. This speaking engagement provided a unique platform for The Shift to share its wealth of expertise, offering a nuanced understanding of HREDD's evolving landscape.

The comprehensive discussion covered key concepts integral to HREDD, unravelling the complexities of existing legislations and their far-reaching implications for businesses. By navigating through the intricate web of legal frameworks, The Shift elucidated the inherent opportunities for entrepreneurship within the broader context of responsible business practices. This engagement was a testament to The Shift's commitment to due diligence knowledge dissemination, fostering a deeper understanding of the pivotal role businesses play in ensuring human rights and environmental considerations are integrated into their operations. Our ongoing interactions aim to show how HREDD concepts can be applied in real-world business scenarios, contributing to the development of responsible business leaders.



UBI Business School

4,639 followers
1mo •



As part of their "Global Concerns" module, our Bachelor in Business students had the honour to welcome our latest guest speaker, [Chipo Mbawu](#), who shared her insights on the wave of environmental and human rights due diligence in the EU landscape.

Chipo is Program Manager at [The Shift vzw/asbl](#) focusing on [#SDGs](#) for International Development. She guides various Belgian stakeholders in the implementation of Human Rights and Environmental Due Diligence (HREDD) within the international value chains & explores the potential for North-South cooperation. She has a wide NGO background in policy research, advocacy as well as monitoring and evaluation of developmental projects in Africa.

Thank you to [Christina Bache, PhD](#) for coordinating this great interaction for our students!

[#businessstudies](#) [#businessschool](#) [#humanrights](#)
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4.5. Intersectional solutions for climate change 11 March

The Shift was invited to participate in a panel discussion around ‘Decolonising sustainability’ on a Climate conference organised by Trianon Scientific Communication. The conference aimed to amplify diverse voices, “featuring both women and men, embracing positive and negative intersectionality, envisioning (transatlantic) collaborations to unite in showcasing transformative solutions that collectively pave the way towards a sustainable future for all.”



The Shift shared insights on neo-colonialism in the value chains and how this affects sustainability in the global value chains as well as ways to improve. Discussions also included issues of promoting indigenous knowledge systems (IKS) as well as collaborations in the value chains.

4.6. BASCOF

Collaborating with Fairtrade Belgium, Oxfam, Enabel, TDC, IDH, and Rikolto, The Shift has been actively participating in shaping the vision for a Belgian Alliance for Sustainable Coffee (BASCOF). The primary objective is to establish a united front among Belgian coffee companies and retailers operating within Belgium. The alliance aims to rally commitments towards ambitious goals, focusing on combatting climate change and ensuring equitable remuneration for coffee farmers in low-income countries. The concerted effort involves garnering support from public authorities and civil society organizations.

Numerous meetings have been convened in the past to facilitate discussions and foster collaboration among the diverse partners. The overarching aim is to secure stronger commitments from the private sector in Belgium to champion the cause of sustainable coffee. While several initiatives have been developed, specifically targeting the Belgian coffee federation, progress has been gradual, and more concerted efforts are needed to propel sustainable practices within the industry. The ongoing collaboration signifies a collective

dedication to transforming the coffee sector, emphasizing the importance of shared responsibility and sustainable outcomes for all stakeholders involved.

5. LIBRARY AND COMMUNICATION

Effective communication is the cornerstone of any successful program. Throughout the final year, The Shift engaged in various communication efforts to disseminate information, raise awareness, and foster collaboration. The objective was to amplify the impact of the program by reaching diverse audiences and stakeholders.

5.1. Monthly Newsletters and Social Media Campaigns:

The Shift has consistently engaged in robust communication efforts through its monthly newsletters. These newsletters serve as a vital channel for disseminating information about ongoing projects, events, and organizational updates. Featuring highlights from various initiatives, success stories, and upcoming events, the newsletters have provided stakeholders, members, and the public with a comprehensive overview of The Shift's activities. Furthermore, the newsletters have fostered a sense of transparency, keeping the audience informed about the organization's progress and impact in the realm of sustainability and responsible business practices. The Shift has also actively employed social media platforms to amplify its message and reach a broader audience. Through strategically crafted sustainability campaigns, insights on due diligence and collaborations have been widely shared on the LinkedIn platform which boasts 9k followers.

5.2. TV Episode DEMAIN LN24:



In a significant communication effort, Magali Frankl, Director of The Shift and Valentine Boone Corporate Responsibility Officer for Sodexo participated in a TV episode titled 'DEMAIN' on LN24. The duo was invited to the set to discuss the critical theme of sustainable consumption and its

perceived cost. During their segment, they provided valuable insights into the imperative of a cultural shift in consumer habits. They emphasized the importance of being mindful of the pressures faced by producers and the limited resources within value chains. The discussion not only contributed to raising awareness about sustainable consumption but also underscored the need for collective responsibility and collaboration. The segment can be viewed [here](#) and their contribution can be watched from 35'40" to 42'00".

5.3. CSDDD - Supporting Fairtrade on a Belgian Statement:

In line with its HREDD commitments and a collaborative ethos, The Shift has played a proactive role in assisting Fairtrade Belgium's endeavors to garner company support for the CSDD Directive. It participated in the collection of signatures endorsing the [Belgian Statement in support of the CSDDD](#). This advocacy work harmonizes with The Shift's overarching mission to advocate for fair and sustainable business practices. It underscores the significance of collective action and corporate responsibility, emphasizing the power of collaboration in fostering positive change within the business community.



5.4. Other communication highlights:

- i. [Interview article](#) in **Knack Magazine** under 'FocusSustainability' where the Magali Frankl buttressed on the importance of partnerships and put to light the stakeholder hackathon on coffee.
- ii. A General Assembly [aftermovie](#) highlighting the importance to do business beyond profit, amongst other by getting involved in Human Right initiative and leverage the power of a multistakeholders to that end

6. FINAL ANALYSIS OF ACHIEVEMENTS VS EXPECTED RESULTS

The main objective of the SDG4D program was to stimulate a growing number of Belgian private sector actors to make a concrete commitment to achieving the SDGs at international level through their operations, supply chain and fruitful partnerships with public sector and civil society actors in Belgium and the Global South.

The table below gives an analysis of the outcome for each specific objective for the 28 months of program implementation until March 2024

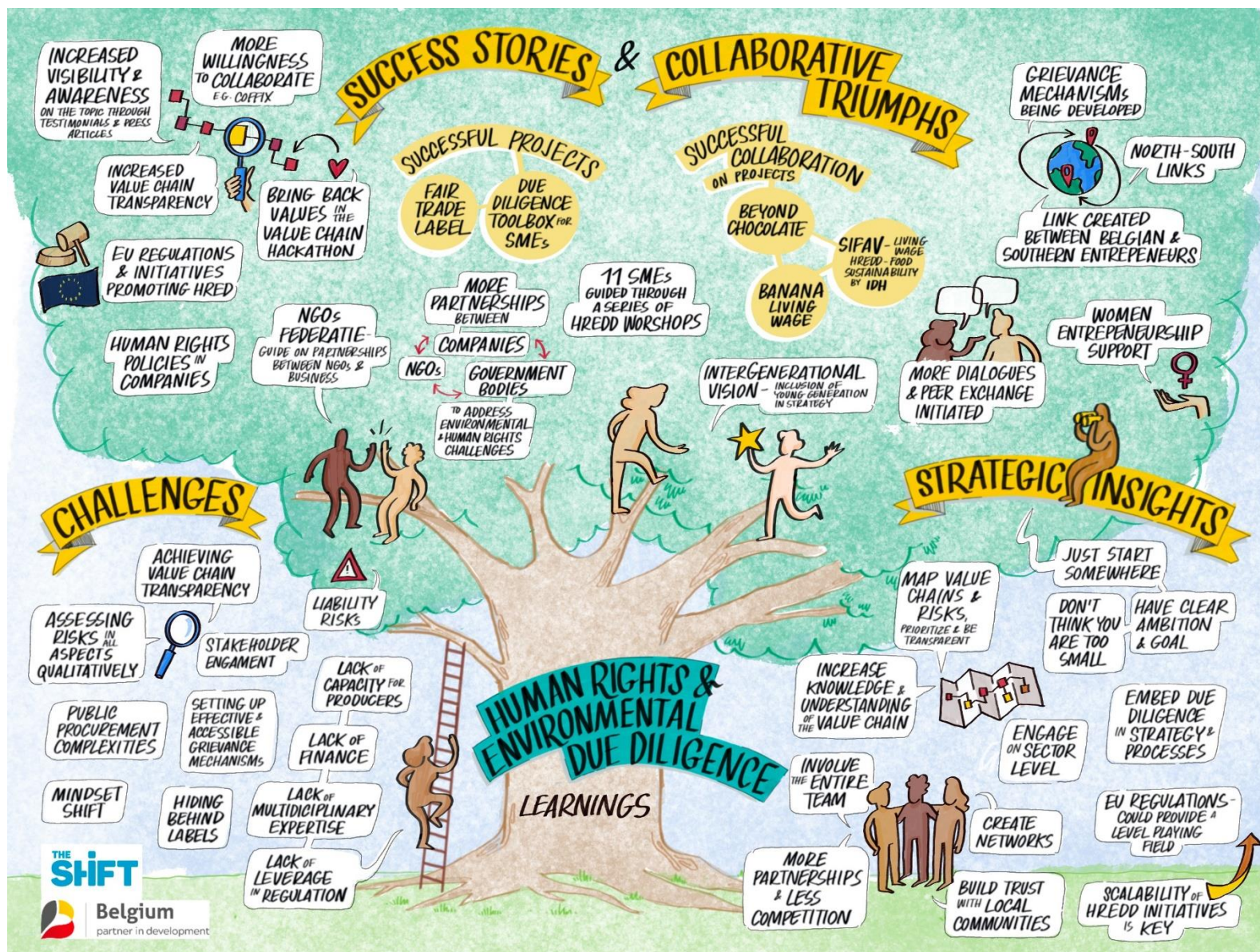
Table 3: Analysis of achievements vs expected results

	Specific Objectives	Expected results	Outcome analysis
1. Human Rights and Environmental Due Diligence (HREDD)			
O1	Strengthen Belgian practical expertise in HREDD.	The Shift's members and partners understand the challenges of implementing a HREDD process.	Throughout the program, we have organized at least 8 events per year. These include knowledge sharing webinars, SMEs Due Diligence workshops, hackathons, dialogues seminars, meetings... as detailed in the individual annual reports. Throughout these various activities undertaken, the spotlight remained firmly on Human Rights and Environmental Due Diligence (HREDD). Whether it was a small informative session or a big event, numerous companies and organizations not only shared insights on the challenges of implementing HREDD but also demonstrated a keen interest in adopting measures to mitigate risks within their value chains. The last wrap-up event on due diligence was also testament to an increased understanding of due diligence The participation rate has also been high in our events as the topic grew in momentum. This was attributed to several factors such as the increasing awareness of Due diligence by The Shift and several other actors. Moreso, the growing anticipation of a due diligence legislation (CSDDD) enabled a fertile ground for more interests in the activities.

			The common concern was however the presence of the usual actors on sustainability who often participate in most activities. This is unfortunately the case in many sustainability initiatives and not peculiar to The Shift only. However, in some activities like the Due diligence workshops for SMEs, we were motivated to witness unusual actors like the Royale Union Saint-Gilloise (USG)- a football club participating in these workshops and being fully committed to make change happen. They started from scratch and by the end of the workshop series, they had developed their own due diligence roadmap.
O2	Encourage a growing number of Belgian players to undertake a HREDD process.	The Shift is seen as a key player in Belgium on the subject of HREDD.	Two CoPs were established over the 28 months of this program implementation. As explained earlier in the report, the first was based on SMEs undertaking 5 series of due diligence workshops. The 2nd comprised of multiple stakeholders working around the living income gap on coffee farmers. In both these CoPs, coupled with the various organised events and more communication around due diligence, The Shift witnessed a growing number of Belgian players undertaking an HREDD process. Moreso, from the many external invitations to present on HREDD and participate in due diligence discussions, it can be easily concluded that The Shift continues being recognised as a key player on the topic.
2. NORTH-SOUTH RELATIONS AND WOMEN ENTREPRENEURSHIP			
O3	Strengthen relations between actors in Belgium and in the countries of the South and help to understand their respective challenges.	Members of The Shift with a direct or indirect connection to the global South get to know each other better and improve their understanding of the issues at stake in these countries.	The Hackathon, Partnership Conference, Community of Practices (CoPs), Partnership for Reforestation webinar, and Women Entrepreneurship events represent a selection of initiatives orchestrated by The Shift to delve further into the realm of collaboration. Through these events, stakeholders experienced heightened empathy as they shared and absorbed diverse perspectives. Our events and networking occasions have yielded valuable feedback from participants and unconventional actors who have forged connections and collaborated on shared objectives. According to the Hackathon outcome survey, a remarkable 90% of participants expressed an increased willingness to collaborate with their peers after the workshop compared to before. These findings underscore the effectiveness of these events in

			fostering meaningful connections and promoting a collaborative spirit among participants. A matchmaking tool was also created on our website, enabling visitors to search members in the network per different categories like sector, SDG focus, products and services offered, or partnership engagements. This has improved networking and made collaborations much easier.
O4	Create links between Belgian and southern entrepreneurs and promote their efforts to encourage other women to become entrepreneurs.	A network of Belgian entrepreneurs from the countries of the South is created and animated.	In our support of the Enabel's AWA prize, we successfully connected the prize winners with the community of Belgian women entrepreneurs, during the Shift's organised meet and greet event as outlined in the previous report. No other follow-up activities were planned as the winners were only in Belgium for a short period (1 week). Enabel is also leading this project and no further help was needed with the winners after their departure from Belgium. For the second phase of the AWA prize, we managed to support Enabel with communications, on the call for applications of the AWA Prize and announcement of winners. The Shift shared the news in its social media pages and communicated about the event during several events with our members.

7. PROGRAM SUMMARY- 'Tree of HREDD learnings & collaborations!'



The HREDD collaboration's Tree above provides a concise overview of the insights gained from the SDG4D program. It outlines HREDD's accomplishments and collaborative efforts, shedding light on the encountered challenges. Additionally, it articulates strategic insights, offering recommendations for stakeholders seeking to deepen their involvement in due diligence. The wealth of insights presented stems from the collaborative brainstorming of diverse stakeholders during the program wrap-up event, underscoring the significance of stakeholder collaborations.

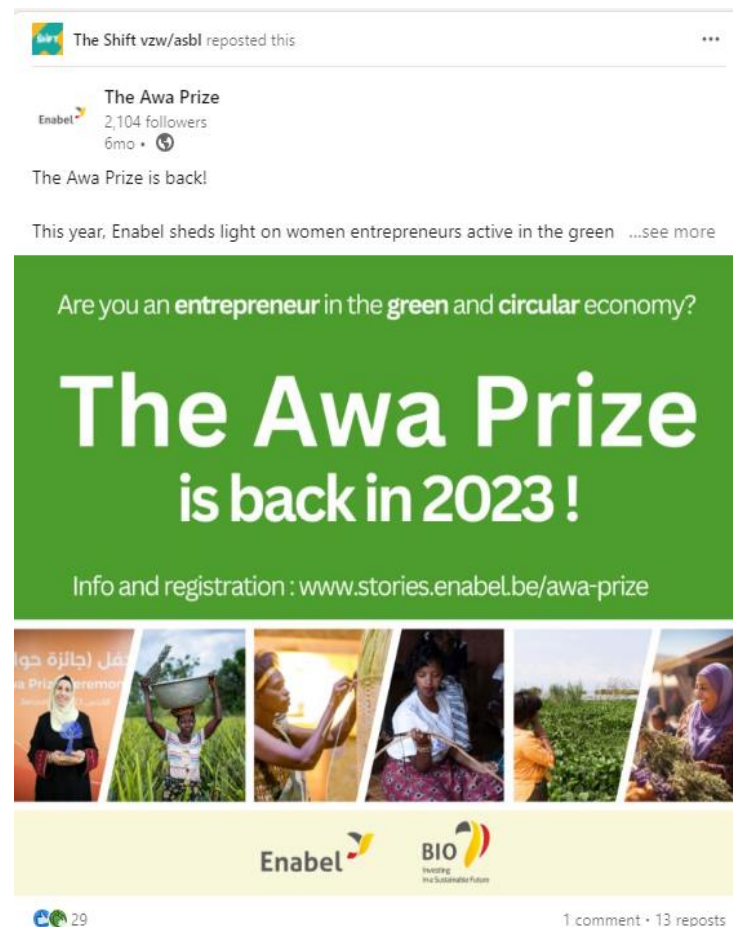
8. PROJECT ADMINISTRATION

Following an approval of a 'no cost extension' request, the program was extended and completed in March 2024. All program-related costs have been accounted for and reported in a separate excel sheet attached.

9. CONCLUSIONS

The SDG4D program has seen the successful implementation of numerous impactful activities, as detailed in the report. Our outreach efforts have been extensive, with a focus on engaging our community through various events, communication channels and collaborating with our partners. The Shift has evolved into a recognized stakeholder in sustainable value chains, participating in significant events upon invitation. We express gratitude to the Belgian Development Cooperation for entrusting us with the opportunity to implement this program. The Shift remains committed to leveraging its strengths in multistakeholder engagements, actively promoting the HREDD process, and encouraging international collaboration in pursuit of SDG achievement.

10. ANNEXURE- Some media coverages & images from the program





Brussels
Global
Review

Brieuc Debontridder & Chipo Mbawu

The Shift

On diversity, inclusion and Belgium's initiatives on sustainable development

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Trois notions clés de la durabilité

Étant donné les défis environnementaux, économiques et sociétaux auxquels nous faisons face, il est indispensable pour les organisations d'entreprendre une démarche durable. Brieuc Debontridder, Change Facilitator chez The Shift, pointe trois notions clés.



Spillover Index

Dans le classement des pays en termes d'avancement par rapport aux Objectifs de développement durable définis par l'ONU, la Belgique figure à la 18^e place. Si on élargit les perspectives au Spillover Index, qui prend en compte les conséquences environnementales et sociales au-delà de nos frontières de nos modes

Due Dilligence Toolbox

Pour les entreprises qui se demandent par où commencer, l'institut HIVA de la KUL et d'autres partenaires ont développé, sur demande du ministère de l'Environnement, la Due Dilligence toolbox. Il s'agit d'un outil en ligne qui permet aux organisations d'évaluer leur situation par rapport aux risques

